



credo

Sustainable Packaging

NEW GUIDELINES FOR OUR BRAND PARTNERS

LAST UPDATE: JUNE 2020

CURRENT STATE:

All Credo brand partners commit to SPG

PHASE 1: REDUCE & RECYCLE by 2021

Prohibit single use masks and wipes by June 2021

We did this because even though masks and wipes are so easy and convenient, they're inherently wasteful. We hope to see more reusable and innovative options for these categories

We're also asking brands to stop using little spatulas and other materials that are bound for the landfill, and we're evolving our sampling program so that we're not encouraging thoughtless consumption of little packets that often end up as pollution

PHASE 2: BETTER MATERIALS by 2023

Require brands to replace virgin petrochemical plastic with 50% or more recycled plastic content, or use a more sustainable material, by June 2023

- Recycled materials have a lower carbon footprint
- Requiring more recycled content will increase both the supply and demand. If there is a market for recycled content, it will have more value, and recycling facilities and packaging suppliers will work to get more of this material into containers instead of less sustainable virgin plastic

PHASE 3: SMART DESIGN- Ongoing

Brands cannot imply packaging is compostable or recyclable if it is not, and must provide clear, accurate disposal instructions for consumers in an effort to help improve the overtaxed, contaminated recycling stream

- Few Americans have access to composting systems (outside of yard waste collection), and most people aren't composting at home (but please try it--home composting is so awesome and quite easy!). And, since landfills are so inhospitable to the worms, bugs, microbes and other natural elements needed to break down materials, "compostable" claims don't mean much
- The little chasing arrows triangle on packaging doesn't mean the package is recyclable. Even the fact that your municipality accepts the material in the single stream blue bin doesn't mean it is likely to be recycled. Only plastics #1, #2 and (sometimes) #5 are recycled in most locations, and glass and metal have lower rates than most people think, too....

PHASE 4: CIRCULAR SYSTEM- Ongoing

Credo is putting a big emphasis on reusable packaging systems: durable containers the customer keeps and refills with new product, in packaging designed to be environmentally preferable

- Reducing the amount of packaging is the most important first step--less is more when it comes to packaging design
- Reusable packaging is the future--think of a shampoo bottle you keep for a year or more, and you simply purchase the refill pouch (which has been designed to use as little material as possible)



Credo's Approach to Sustainable Packaging

Credo asks our partners to consider the following when choosing packaging and thinking about longer term sustainability goals.

